



 tripadvisor®

TripAdvisor was founded in February 2000 as an unbiased resource to research and plan all aspects of travel.

Where to Go...

Where to Stay...

How to Get There...

& What to Do When You Arrive

Our Mission

We help travelers around the world plan & have the perfect trip.



Travelers know everything:

- We tap into their collective knowledge and enable the connection to share their experiences and advice
- We are transparent – We do not edit or filter content

Bigger is better:

- More opinions and more input surfaces relevant information

**Freshness and speed of information
provides the best consumer experience.**

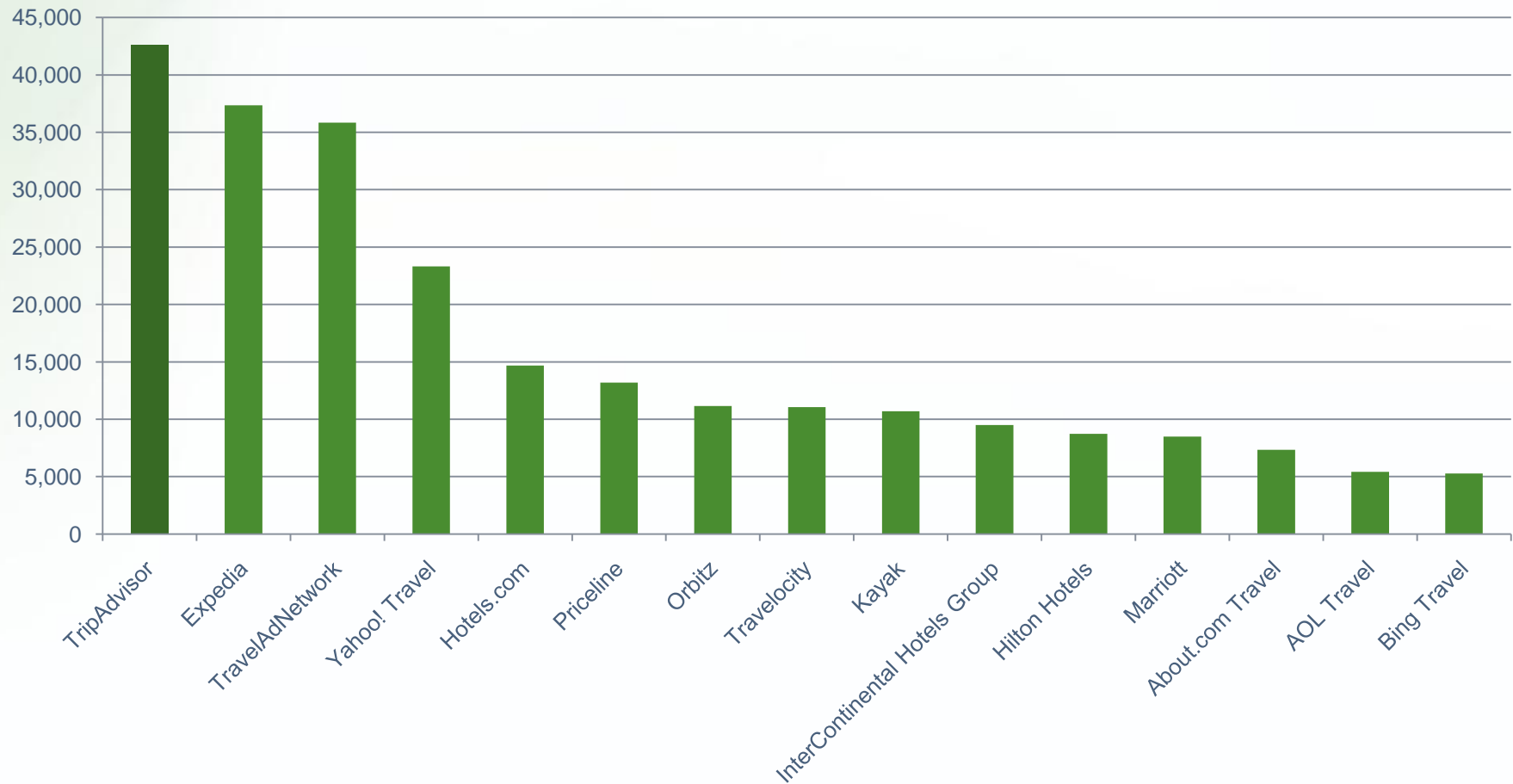
Our Position in the Marketplace

We are

... the World's largest
online travel website.



First travel website to surpass 40 million unique visitors in one month!



TripAdvisor's content:

- Over 35 million unbiased reviews and opinions
- Over 21 new reviews are created every minute
- 20 million+ registered members
- 25 international websites

By destination, we provide user reviews of:

- 70,000 Cities
- 450,000 Hotels
- 90,000 Attractions
- 551,000 Restaurants



US Traveler Information Sources

Online information via websites is the predominant source of travel information for US travelers and is followed by word-of-mouth, a key feature of the TripAdvisor value proposition

Information Sources Used for Destination Selection Phase



Start of the Travel Research

Google search results for "idaho vacations". The search bar shows "idaho vacations" and the results page indicates "About 1,850,000 results (0.24 seconds)".

Key search results include:

- Official Idaho Vacation and Travel Planning Guide** - 3 visits - Jan 3 - [Skip intro] Official Idaho vacation planner with maps, hotels, outdoor recreation, events, Sun Valley, Boise, Coeur d'Alene, Lewis and Clark, free travel guide. Free Publications - Places To Go - Things To Do - 360 Tours. www.visitidaho.org/ - Cached - Similar
- Vacation Ideas** - From here, you can search for current vacation packages offered by our ... www.visitidaho.org/vacationideas/ - Cached - Similar
- Idaho Vacations, Tourism and Idaho Travel Reviews - TripAdvisor** - www.tripadvisor.com/Tourism-g28933-Idaho-Vacations.html - Cached - Similar
- Coeur d'Alene Idaho Visitor's Bureau Vacation Info - Hotels** - Coeur d'Alene Idaho's official source of North Idaho vacation, event, entertainment, shopping and dining information. Coeur d'Alene Idaho Visitors Bureau. www.coeurdalene.org/ - Cached - Similar
- Idaho Getaways | Idaho Vacations | Idaho Travel Guides** - Detailed vacation and trip planning information for Idaho travel destinations. www.aligetaways.com/ - Destination Guides - Cached - Similar
- Idaho Vacation** - In Idaho Official Site. www.idaho.com/
- Idaho Travel Vag** - Go-Idaho.com is your hiking, biking, white water, and more. www.go-idaho.com/

A red box highlights the TripAdvisor link. A red arrow points from the Google search results to the TripAdvisor page below.

tripadvisor THE BEST HOTELS FOR 2011

Home Hotels Flights Restaurants Vacation Rentals Trip Ideas Write a Review

City, hotel name, etc. Search Over 10 million trusted traveler reviews & opinions

Visiting Idaho

Color photo in the fall of 2011 (Coeur d'Alene)

These friends have visited Idaho

Top-rated hotels All 340 hotels

1. Teton Springs Lodge and Spa 4.5/5 (108 reviews)
2. La Quinta Inn & Suites Twin Falls 4.5/5 (38 reviews)
3. Oxford Suites Boise 4.5/5 (63 reviews)
4. Hampton Inn & Suites Coeur d'Alene 4.5/5 (63 reviews)
5. Sleep Inn Suites 4.5/5 (45 reviews)

Top-rated B&Bs All 137 B&Bs

1. Blue Heron Inn 4.5/5 (42 reviews)
2. Teton Rock Retreat 4.5/5 (45 reviews)
3. Black Swan Inn Luxurious Theme Sta... 4.5/5 (164 reviews)

Trusted vacation rentals All 240 vacation rentals

Looking for a one-of-a-kind vacation? Search all 240 of our Idaho vacation rentals.

Find a vacation rental

Top-rated things to do All 365 things to do

Attractions

1. Sawtooth Adventure Company 4.5/5 (18 reviews)
2. McCall Pottery Center 4.5/5 (6 reviews)
3. Craters of the Moon National Monum... 4.5/5 (22 reviews)

Tours

1. Sawtooth Adventure Company 4.5/5 (18 reviews)
2. Cascade Raft & Kayak 4.5/5 (11 reviews)
3. ROW Adventure Center 4.5/5 (11 reviews)

Top-rated restaurants All 1,612 restaurants

1. Le Cid Rouge 4.5/5 (17 reviews)
2. Cafe Caribou 4.5/5 (20 reviews)
3. Olympia Restaurant 4.5/5 (31 reviews)

NEW FROM TRIPADVISOR

Best fare found from Los Angeles to Boise: \$295

Idaho Traveler Getaways

www.visitidaho.org Your Idaho winter adventure awaits! Idaho activities, deals and more.

Idaho, Great Rooms, Great Rates, Incredible Value at up to 50% off.

Sponsored links

Bing search results for "idaho hotels". The search bar shows "idaho hotels" and the results page indicates "1-10 of 231,000,000 results".

Key search results include:

- Save on Idaho Hotels** - Idaho-Hotels.TripZen.com - Up to 70% Off Idaho Hotels. Compare Prices & Get the Best Deal. Idaho-Hotels.TripZen.com
- Idaho Falls Hotels** - www.hotelsbycity.com - 110% Best Rate Guarantee! Hotels For Less Everyday.
- Idaho Falls Hotels** - www.expedia.com - Get Our Best Price Guarantee on Any Hotel Reservation at Expedia.com.
- AmericInn® Rexburg, ID** - www.AmericInn.com - Ideal hotel near your destination. Free breakfast & pool.

RELATED SEARCHES

- Coeur d'Alene Idaho Hotels
- Meridian Idaho Hotels
- Map Idaho
- Idaho Resorts
- Best Western McCall Idaho
- Hotels Idaho Falls Idaho

SEARCH HISTORY

- idaho vacations
- idaho hotels

See all Clear all Turn off

Idaho Hotels

Idaho Hotel Directory offers visitors information on hotels in Idaho. Check out our hot internet deals and save even more. www.idahohotels.org - Cached page

Idaho Hotels, ID Motels - See All Discounts

Compare discount rates for Idaho hotels and motels. Plus hotel reviews, NO booking fees, free advance payments, and group travel reservations. hotelguides.com/idaho-id-hotels.html - Cached page

Motels Directory of Idaho

Motels Directory of Idaho. Find or Locate Motels, hotels, hotel, travel, reservations, inn, vacation, cheap, suites, resorts, discount, package, motels, lodging, rates

idaho.uscity.net/Motels - Cached page

Idaho Hotels Read Idaho Hotel Reviews and Compare Prices

Idaho Hotels: On TripAdvisor, find traveler reviews, candid photos, and cheap prices for 340 hotels in Idaho. www.tripadvisor.com/Hotels-g28933-Idaho-Hotels.html - Cached page

Idaho Hotels.com

Home FAQ Contact Search by City \$ \$ \$ Rental Cars Español Français Italiano Deutsch Reserve Idaho hotels today www.idahohotels.com

A red box highlights the TripAdvisor link. A red arrow points from the Bing search results to the TripAdvisor page below.

tripadvisor THE BEST HOTELS FOR 2011

Home Hotels Flights Restaurants Vacation Rentals Trip Ideas Write a Review

City, hotel name, etc. Search Over 10 million trusted traveler reviews & opinions

Idaho, United States Hotels

Idaho

Idaho Tourism

Idaho Hotels

Vacation Rentals

Flights to Idaho

Idaho Deals

Restaurants

Things to Do

Travel Forums

Travel Guide

Photos

Maps

Idaho Hotels by city

1:36 of 77

Sort by (Popularity *)

Boise hotels - Idaho

Your weekly e-mail update with deals, reviews and more for:

- Palm Springs
- Newport Beach
- Maui
- Las Vegas

• Update your destinations

• Add Idaho to your TripWatch list

Coeur d'Alene hotels - Idaho

Ketchum hotels - Sun Valley / Ketchum

Idaho Falls hotels - Idaho

Twain Falls hotels - Idaho

Sandpoint hotels - Idaho

Stanley hotels - Idaho

Pocatello hotels - Idaho

McCall hotels - Idaho

Leona Hot Springs hotels - Idaho

Popular cities

- Boise Hotels
- Coeur d'Alene Hotels
- Idaho Falls Hotels
- Ketchum Hotels
- Pocatello Hotels
- Sun Valley / Ketchum Hotels
- Twain Falls Hotels

Idaho Winter Getaways

www.visitidaho.org Your Idaho winter adventure awaits! Idaho activities, deals and more.

Idaho, Great Rooms, Great Rates, Incredible Value at up to 50% off.

Boise, Boise direct and save! See TripAdvisor.com Visit our website to get the LOWEST RATES GUARANTEED!

Coeur d'Alene, Save on Air + Hotel - Book a Getaway, Lodge

Idaho.com Vacations The One Stop Shop for Your Next Trip. Call or call now 1-800-764-4633

Sponsored links

Once on TripAdvisor.com

- Read Reviews
- Browse Content (Photos / Videos)
- Check Rates (Airfare / Hotels)
- Education on Destinations
- Things to do & where to eat

Find the Best Things to Do

- Outdoor Sports & Nature
- History and culture
- Other
- Entertainment and amusement

SHOW ALL THINGS TO DO

1-20 of 89

Sort by: [Popularity] [Alphabetically]

Segways of Santa Barbara

TripAdvisor Traveler Rating: 5

TripAdvisor Popularity Index: 1

Traveler Reviews:

- Nov 6, 2010 "The Segway Tour was fabulous!"
- Oct 31, 2010 "More fun than bicycles!"
- Oct 29, 2010 "Unforgettable!"

Read all reviews »

Santa Barbara Adventure Co.

TripAdvisor Traveler Rating: 5

TripAdvisor Popularity Index: 2

EXPANDED LISTING

The Santa Barbara Adventure Company is the premier adventure travel outfitter on the central coast. We offer Santa Barbara kayaking & Channel Islands kayaking, surf lessons, wine country tours by van or bike, mountain biking, rock climbing and team building programs. Our knowledgeable, safe, and friendly guides offer exceptional service and share with you a side of the Santa Barbara area few visitors ever get to experience.

Attraction type: Group tour/boat

Traveler Reviews:

tripadvisor

Best of the Web: Travel + Leisure Magazine

Home » United States » California (CA) » Santa Barbara

Visiting Santa Barbara, CA

Over 6 million trusted traveler reviews & opinions

Winners: Travelers' Choice® Destinations 2010

Advice from real travelers

These friends have visited Santa Barbara

Top-rated hotels

1. Inn of the Spanish Garden 293 reviews

2. Pacific Suites Santa Barbara 123 reviews

3. The Upham 103 reviews

4. Four Seasons Resort The Biltmore Santa Barbara 182 reviews

The Upham

Hotel photos | Map this hotel | Amenities | Contact info

#3 of 59 hotels in Santa Barbara

Ranked #12 for business in Santa Barbara

103 reviews

“Lovely escape for Mother/Daughter Getaway”

Oct 26

CHECK RATES!

\$165 - \$400
Avg. price/night*

Check Rates and Availability

The Upham

Check-in: mm/dd/yyyy

Check-out: mm/dd/yyyy

Adults: 1

Compare prices and availability with partners:

- ☒ Expedia.com
- ☒ Hotels.com
- ☒ Travelocity

CHECK RATES!

The pier Feb 2008 (Impala_28)

All traveler photos | All traveler videos

Reviews you can trust

Show reviews by trip type and rating

All reviews (291)

Business reviews (18)

Couples reviews (98)

Family reviews (31)

Friends getaway reviews (14)

Solo travel reviews (4)

60% of travelers recommend

Excellent 118

Very good 48

Average 29

Poor 50

Terrible 46

1-10 of 291 reviews

Sort by: [Date] [Rating]

Great place

kgrimm_1999 8 contributions

Nov 13, 2010 | Trip type: Couples

Its everything you expect from a 5 star place. Great service, awesome food, great rooms. If it lacks anything it may be the quality of help, college grads rather than hotel school graduates. Pricing of foods and drinks is fair... it's what you expect from a high end place. Restaurants are great, room service wonderful, housekeeping fantastic, Spa is fabulous. The... more

Specifically the Spa...eww!!

TweetKateR 1 contribution

Nov 6, 2010 | Trip type: Family

My stay at the Bacara Resort & Spa was spur of the moment. I am leashed to say that the hotel and hotel staff were very accommodating. The grounds, ambience and buildings were way above average. We're not going to mention the big spider in the bathroom. Then came the Spa!! First time ever!! 11:45am, I decide I need a... more

Los Angeles, CA to Santa Barbara, CA Wed Dec 1 - Wed Dec 8

Results: 1723 out of 1723

Lowest Price Found: **\$188 + Taxes & Fees = \$245 total**

Prices include Taxes and Fees, so you'll know the real cost up front.

Best Value from **\$275**

Price	Airline	Depart	Arrive	Stops	Duration
\$245 Tax & Fees incl. 	Multiple Airlines	LAX 8:00a	SBA 6:19p	2 stops	10h 19m
\$245 Tax & Fees incl. 	Multiple Airlines	LAX 8:00a	SBA 6:30a	2 stops	10h 19m
\$245 Tax & Fees incl. 	Multiple Airlines	LAX 8:00a	SBA 6:19p	2 stops	10h 19m

Idaho Traffic (June 2010)

- 341,000 Unique Users
- 683,000 Page Views

Idaho Traffic (Dec 2010)

- 280,000 Unique Users
- 324,000 Page Views

Idaho Content

- 725 Hotels & Accommodations reviewed
- 1,612 Restaurants
- 265 Things to Do
- 913 topics discussed in the Idaho Forums

The screenshot shows the TripAdvisor website interface. At the top, there's a navigation bar with links like Home, Hotels, Flights, Restaurants, Vacation Rentals, Trip Ideas, and Write a Review. Below this is a search bar and a banner for Montana. The main content area is titled 'Visiting Idaho' and features a large photo of a lake. To the left, there's a sidebar with 'Refine Search' and 'TripAdvisor' sections. The right sidebar shows 'Top Deals for January 27' and 'Other Destinations'. The bottom section includes 'Idaho Winter Getaways' and 'Idaho Travel Deals'.

tripadvisor®

THE BEST HOTELS FOR 2011

Home Hotels Flights Restaurants Vacation Rentals Trip Ideas Write a Review

City, hotel name, etc.

Idaho

Idaho Tourism

Idaho Hotels

Vacation Rentals

Flights to Idaho

Idaho Deals

More On Idaho

Idaho Travel Forum

Home → United States → Idaho (ID)

Plan the Perfect Trip

Find travel deals on TripAdvisor

Home → United States → Idaho (ID)

Idaho Destination Experts

charley48

5,268 forum posts

In cooperation with: IDAHO

Get travel advice from your friends

Get advice from your friends who've been to Idaho.

Sign in with Facebook

Beyond destination forums

- Air Travel
- Business Travel
- Timeshares / Vacation Rentals
- See all

Search in Idaho forums

Forums → North America forums → United States forums

Add a new topic

Jump to a more specific forum: Select forum

1-20 of 859 topics

Forum Topic Last post

IDAHO Official Idaho Tourism Office reps are available to answer your questions

World of Destinations Forums have gone mobile!

Regina Park hotels by TripAdvisor

Cour d'Alene

Idaho

Best Place to Eat Potatoes in Idaho

by AlwaysOnVacation

Jan 04, 2011

8 replies

Where should we stay in Boise?

by Harvards2000

Dec 31, 2010

2 replies

looking for motel downtown sandpoint

by runningbest

Dec 23, 2010

2 replies

To Yellowstone

by rick_m

Dec 22, 2010

2 replies

visiting Boise after Christmas... do?

by Segermiller

Idaho

Best Hotel in Eastern Idaho

by Kibbles

Idaho

Guest/Dude Ranch needed for

by Bayley1

1-20 of 914 topics

Add a new topic

“ should i stay a night in Boise or go straight to Sun Valley? ”

Jan 03, 2011, 11:47 PM

we are headed out to boise feb 1st. our rental does not open until the 2nd. We are tossed between stayen the night in boise and looking for some fun then headed out to sun valley or should we head straight to sun valley for the week?please give us some insight. i could add we are all between 25 and 30

dustin30ish

West Palm... posts: 1

Report inappropriate content

Save this Post

tripadvisor®

World's most trusted travel advice™

Home Hotels Flights Restaurants Vacation Rentals Trip Ideas Write a Review

Over 40 million trusted traveler reviews & opinions

Sun Valley

Sun Valley Tourism

Sun Valley Hotels

Vacation Rentals

Flights to Sun Valley

Sun Valley Deals

More On Sun Valley

Restaurants

Things to Do

Travel Forum

Travel Guide

Photos

Videos

Map

Sun Valley Deals

Hotel & Air

Travel Offers

Today's Post

1.5 of 5 replies

Sun Valley Forum: Anywhere reasonably priced to eat in SV?

Compare Rates for Sun Valley Hotels

Check on 8/23/2010

Check on 8/23/2010

COMPARE RATES!

Search in Sun Valley forums

Forums → Sun Valley / Ketchikan forums → Sun Valley forum

5 of 5 replies

1. Re: Anywhere reasonably priced to eat in SV?

Jul 29, 2010, 7:28 PM

Official Idaho Tourism Office

tons of places, what kind of food do you like??

in hailey, there is a thai place that is very authentic, being a foodie and have been to thailand many times!!!

also, rick shaw, my favorite asian food place, depends if you order drinks.

let me know your likes.

Content provided by the Official Idaho Tourism Office: www.visitidaho.com

Report inappropriate content

Save this Post

2. Re: Anywhere reasonably priced to eat in SV?

Jul 29, 2010, 11:03 PM

the pioneer, the sawtooth, for steaks, on main street... and our ranch is very american. I think there is a place in hailey, but i am not sure. i am not sure where the best place to eat is. i am not sure where the best place to eat is. i am not sure where the best place to eat is.

Report inappropriate content

Save this Post

3. Re: Anywhere reasonably priced to eat in SV?

Jul 29, 2010, 11:03 PM

Thanku! I'll check them out.

Report inappropriate content

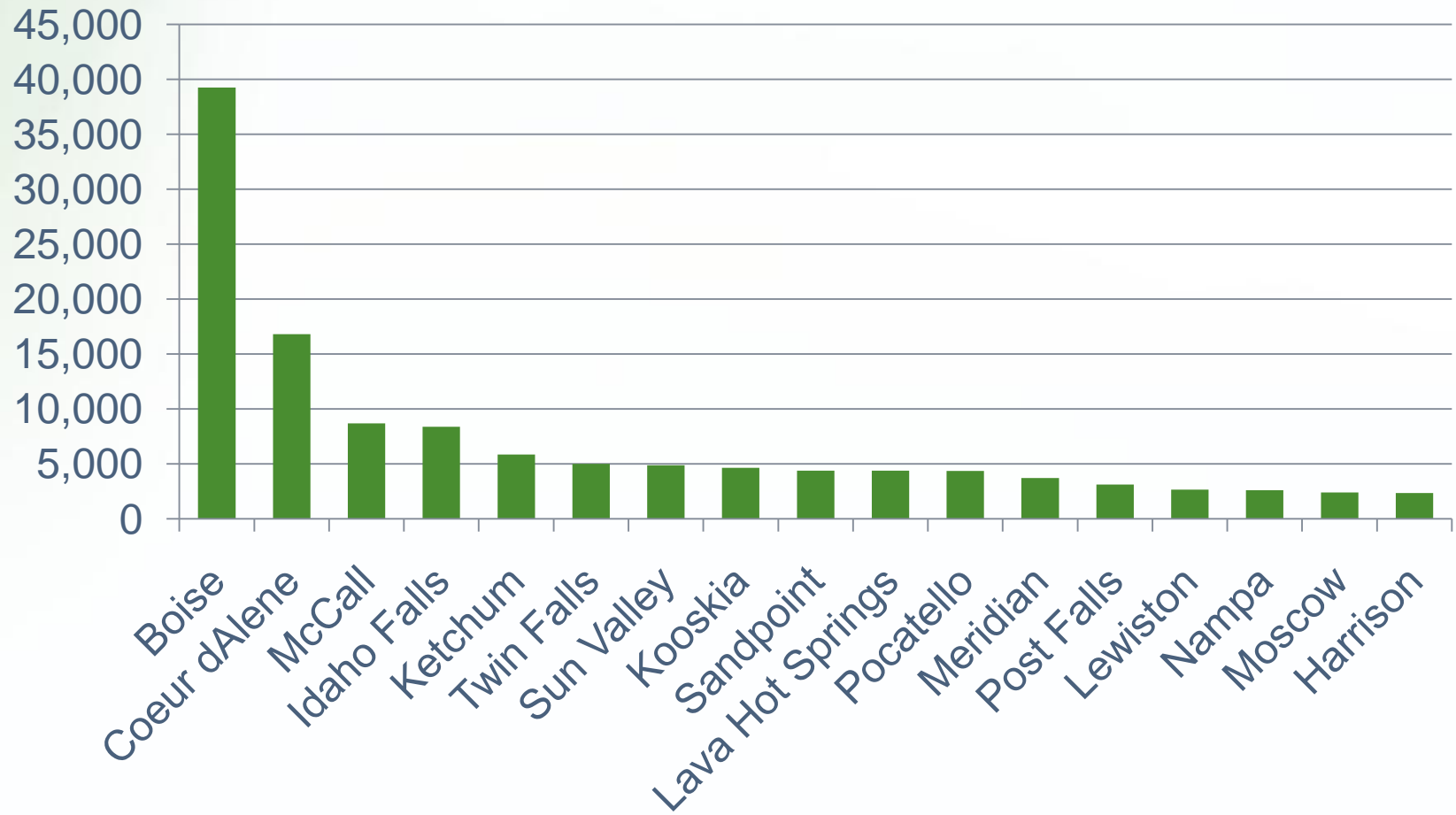
Save this Post

4. Re: Anywhere reasonably priced to eat in SV?

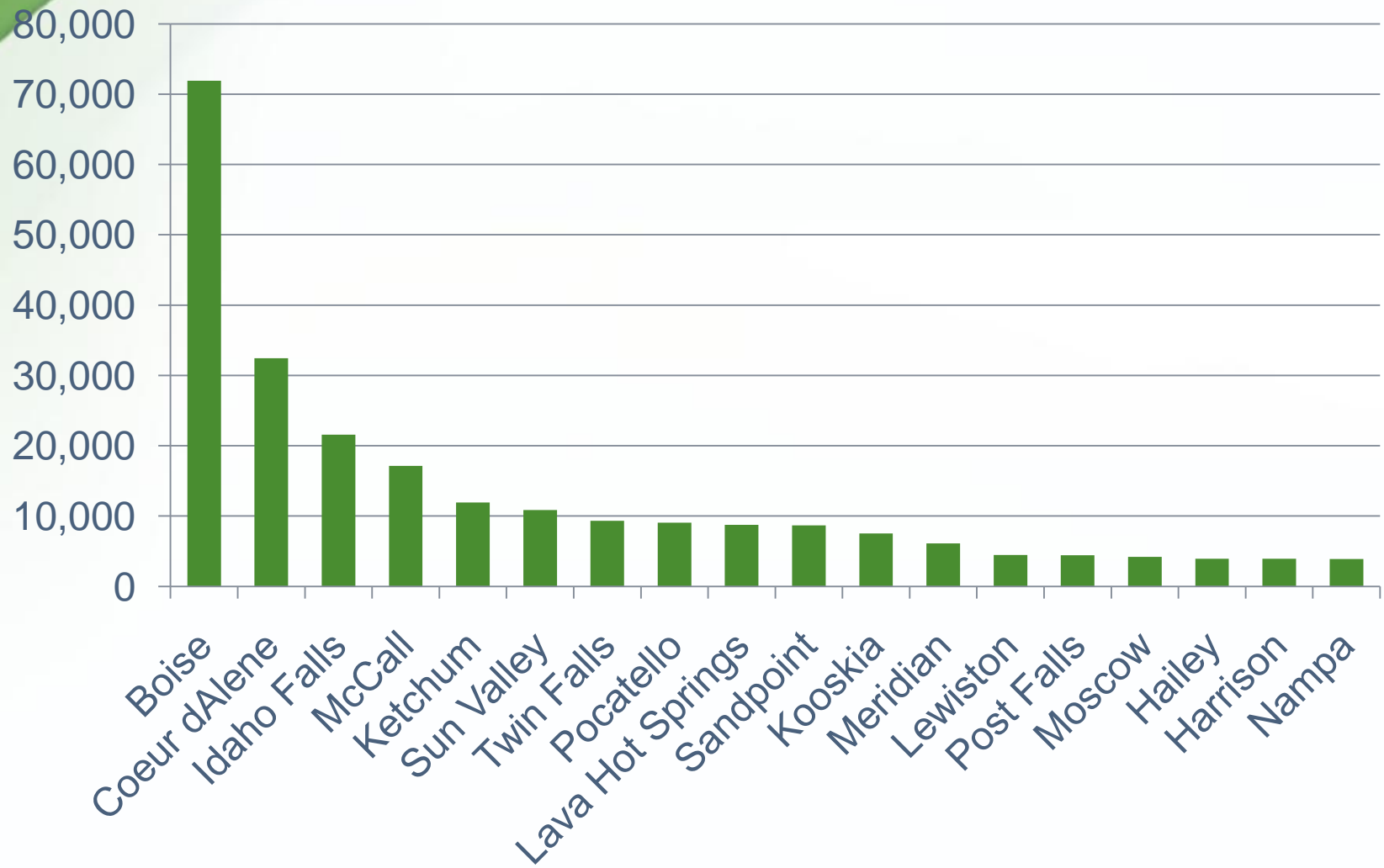
Aug 15, 2010, 12:12 PM

ENTER TO WIN ADVENTURE FREEBIES AND MORE

Top Idaho Destinations by Unique Visits



Top Idaho Destinations by Page Views



Tourism Sponsorship

The DMO Tourism Sponsorship is an annual subscription that allows a DMO to sponsor prime placements on their destination's tourism page on TripAdvisor.

The modules will not only familiarize TripAdvisor users with great DMO content but will drive TripAdvisor users to the DMO's site.

The Sponsorship includes:

- DMO Photos & Videos
- Links to DMO Websites and Email Address
- DMO Brochure Link
- Official Visitor Center(s) Flagged on Map
- Promo Module
- Events Module
- 100% SOV of the 2 banner ads

The screenshot displays the TripAdvisor website for Monterey, California. The page is filled with travel-related content, including a sidebar with navigation links, a main content area with featured photos and reviews, and several promotional banners. Key elements visible include:

- Header:** TripAdvisor logo, navigation links (Home, Hotels, Flights, Restaurants, Vacation Rentals, Trip Ideas, Write a Review), and a search bar.
- Left Sidebar:** Navigation menu with links like 'Monterey', 'Monterey Tourism', 'Monterey Hotels', 'Vacation Rentals', 'Flights to Monterey', 'Monterey Deals', 'More On Monterey', 'Things to Do', 'Travel Forum', 'Travel Guide', 'Photos', 'Videos', 'Map', 'Monterey Deals', 'Discount Hotels', 'Hotel & Air', 'All Travel Offers', 'TripWatch', and 'Your needs: e-mail updates with deals, reviews and news for'.
- Main Content Area:**
 - Visiting Monterey, CA:** A large featured image of a coastal scene with a lighthouse.
 - Monterey County Convention & Visitors Bureau:** A section with a link to the official website and an email download for an official guide.
 - Treat yourself to a Pacific Grove holiday!** A promotional banner for Pacific Grove.
 - Top-rated hotels:** A list of hotels with their ratings and review counts, such as 'Monterey Plaza Hotel & Spa' (592 reviews) and 'Sprockitt Inn' (419 reviews).
 - Top-rated B&Bs:** A list of bed and breakfasts, including 'The Lighthouse Inn' (150 reviews) and 'Old Monterey Inn' (230 reviews).
 - Trusted vacation rentals:** A section for vacation rentals, mentioning '45 vacation rentals'.
 - Top-rated things to do:** A list of attractions, including 'Monterey Bay' (7 reviews) and 'Carmaga Beach' (3 reviews).
 - Top-rated restaurants:** A list of restaurants, including 'Bistro Moulon' (34 reviews) and 'Schooners Bistro On The Bay' (60 reviews).
 - Monterey County Convention & Visitors Bureau events:** A section for local events, including 'Christmas in the Adobes' and 'First Night Monterey'.
 - Monterey weather essentials:** A table showing monthly averages for temperature, precipitation, and wind.
 - Top Deals for December 3:** A list of deals, including 'Book now and save: Lighthouse Loft and Suites in Del Mar' and 'Fall Sale! Save 30%: Carmel Mission Inn for \$120/night'.
- Right Sidebar:**
 - Monterey County Convention & Visitors Bureau deals:** A section for special offers.
 - Advice from real travelers:** A section for user-generated content.
 - Free Monterey Guide:** A section for a free guide to the city.
 - Monterey weather essentials:** A table showing monthly averages for temperature, precipitation, and wind.
 - Speed time in Monterey:** A section for vacation rentals.
 - Top Deals for December 3:** A list of deals, including 'Book now and save: Lighthouse Loft and Suites in Del Mar' and 'Fall Sale! Save 30%: Carmel Mission Inn for \$120/night'.
 - Monterey Hotels & Motels:** A section for hotel listings.
 - Monterey Hotels:** A section for hotel listings.
 - Public Beach Monterey:** A section for beach information.



DMO Photos and Videos:

- Up to 10 photos and 2 videos
- DMO photo or video will display as the large default image

DMO Direct Links and Brochure Module

- Links to the DMOs website and email address
- Highlight a DMOs guide or brochure with the “Official Visitor Bureau Guide” link

Monterey County Convention & Visitors Bureau

[Website](#) | [E-mail](#)
[Download Official Guide](#)

Monterey County Convention & Visitors Bureau deals

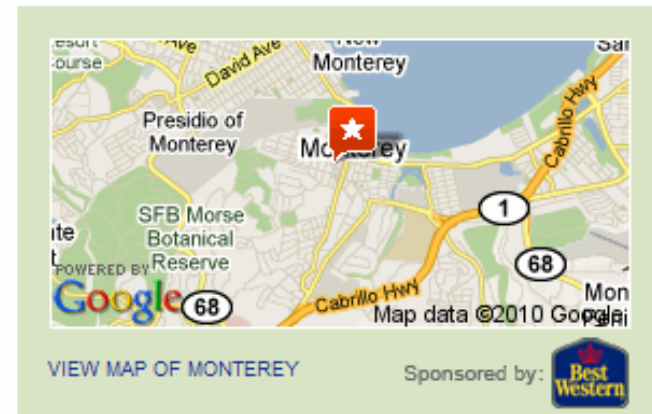
[Sign Up for E-Newsletter](#)
[Get Your Free Visitors Guide](#)
[Great Monterey County Deals](#)
[Become a fan on Facebook](#)
[Pacific Grove Deals](#)

Promo Module

- Up to 5 lines of text links for coupons or promos provided by the DMO
- Links deep links readers to any designated pages on the DMO's website

Events Module:

- Highlight upcoming events in the destination
- Show event name, location, dates and short description
- Highlight up to 5 events at one time
- Events will link to the page specified by the DMO with the “More events like this” and “more” under each event description



Visitor's Center on Map

- Placement will open up a map with a flag marking up to 3 official Visitor's Center(s)
- Hovering or clicking on a flag will display a pop-up of the visitor center's address, email and website URL

Monterey County Convention & Visitors Bureau events



Christmas in the Adobes

Monterey, CA

December 9, 2010 - December 11, 2010

On Thursday, December 9th and Saturday, December 11th, experience 20 of Monterey's beautiful historic buildings illuminated by candlelight. ... [more](#)

[More events like this »](#)



First Night Monterey

Monterey, CA

December 31, 2010 - January 1, 2011

Cap off your holiday celebration with a New Year's Eve to remember! First Night Monterey celebrates the lively arts scene in Monterey County. ... [more](#)

[More events like this »](#)



Monterey Swingfest

Hyatt Regency Monterey, Monterey, CA

January 13, 2011 - January 17, 2011

Dance workshops feature past and present world and national champions, plus open dancing. Presented by Central Coast Swing Dance at the Monterey Hyatt Regency. ... [more](#)

[More events like this »](#)



AT&T Pebble Beach National Pro-Am

Pebble Beach, CA

February 7, 2011 - February 13, 2011

The AT&T Pebble Beach National Pro-Am is a 72-hole PGA TOUR golf championship dating back to the 1930's when Bing Crosby gathered a few friends to raise money for charity... and have a little fun. ... [more](#)

[More events like this »](#)

Tourism Sponsorship

Banner Ad Units:

- Use the banners ads any way that you choose.
- Sell them off to Co-Op partners – Hotels, Restaurants, Attractions or keep them to drive the user back to your website.
- You get the 300x250 and 160x600 ad units on the overview page.
- Can rotate as many partners as you choose
- Banners can be swapped out as often as you like
- Bucket of Targeted Banners

The screenshot shows the TripAdvisor website for Monterey, CA. The page is titled "Visiting Monterey, CA" and features a search bar at the top. The left sidebar contains navigation links for Home, Hotels, Flights, Restaurants, Vacation Rentals, Trip Ideas, and Write a Review. The main content area includes a large image of a coastal scene, a section for "Monterey County Convention & Visitors Bureau" with links to their website and email, and a "Treat yourself to a Pacific Grove holiday!" banner. Below this is a "Top-rated hotels" section with a list of hotels and their ratings. There is also a "Top-rated B&Bs" section, a "Trusted vacation rentals" section, and a "Top-rated things to do" section. The bottom of the page features a "Monterey County Convention & Visitors Bureau events" section with a calendar for Christmas in the Adobes. A red box highlights a vertical banner on the left side of the page that says "SEE YOURSELF IN MONTEREY. Learn more or book a trip at MONTEREY.com".

Great Idaho Campaign

April-June 2010:

- Targeted Banners running in Key Competitive States as well as Idaho.

The collage consists of three overlapping screenshots of the TripAdvisor website. The top screenshot shows the 'Seattle' page with a 'SEE THE FILM' banner. The middle screenshot shows the 'New York City' page with a 'Virtual Tourist' banner. The bottom screenshot shows the 'Idaho' page with a 'ENTER TO WIN ADVENTURE FREEBIES AND MORE' banner. Each screenshot displays various travel-related content, including hotel listings, travel guides, and promotional offers.

SWITA Campaign



Montana Travel Guide

Spend a week at a Montana hotel and you'll ask yourself why you didn't book



Idaho Falls Travel Guide

Plan a Idaho Falls vacation with reviews, tips and photos posted by real travelers and Idaho Falls locals.



Wyoming Travel Guide

Plan a Wyoming vacation with reviews, tips and photos posted by real travelers and Wyoming locals.

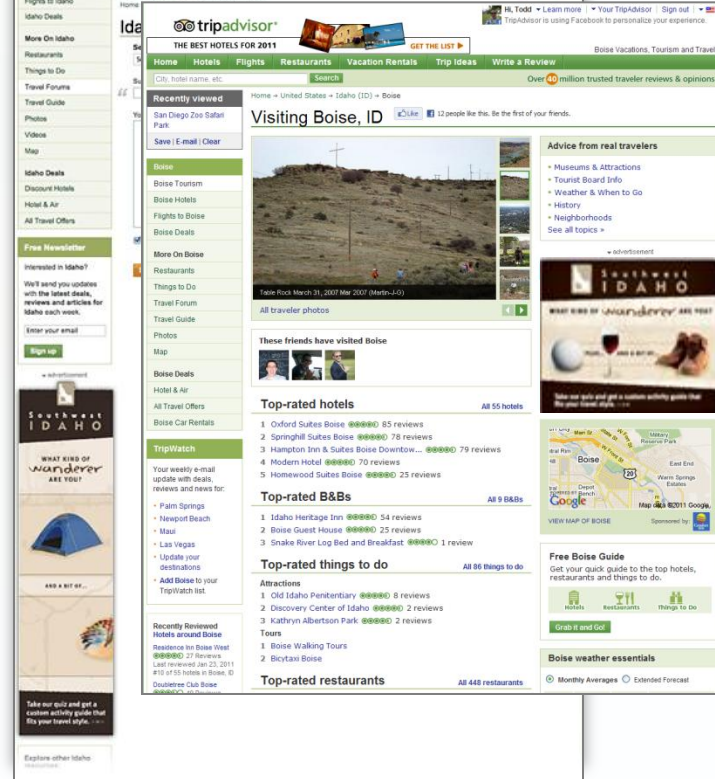
Popular Destinations in Wyoming

1. Yellowstone National Park	26. Thermomans	51. Sandburg
2. Yellowstone National Park	27. Cody	52. Tim Bales
3. Yellowstone National Park	28. Jackson	53. Grand
4. Yellowstone National Park	29. Casper	54. Cheyenne
5. Yellowstone National Park	30. Casper	55. Newcastle
6. Yellowstone National Park	31. Casper	56. Casper
7. Yellowstone National Park	32. Casper	57. Casper
8. Yellowstone National Park	33. Casper	58. Casper
9. Yellowstone National Park	34. Casper	59. Casper
10. Yellowstone National Park	35. Casper	60. Casper

Don't Miss FREE Deals!

WEEKEND GIVEAWAY

Airfare, Rafting, Wine Tasting & more.



Greater Sandpoint Chamber

The screenshot displays the TripAdvisor website interface. At the top, the TripAdvisor logo and navigation links are visible. The main search results for "sandpoint" are shown, including a banner for "What a Beautiful Pace" and a list of search results for "sandpoint". The results include a "What a Beautiful Pace" banner, a "What a Beautiful Pace" banner, and a "What a Beautiful Pace" banner. The results also include a "What a Beautiful Pace" banner, a "What a Beautiful Pace" banner, and a "What a Beautiful Pace" banner. The results are organized into sections like "Refine Search", "Search results for 'sandpoint'", "What a Beautiful Pace", "What a Beautiful Pace", and "What a Beautiful Pace". The results include a "What a Beautiful Pace" banner, a "What a Beautiful Pace" banner, and a "What a Beautiful Pace" banner. The results also include a "What a Beautiful Pace" banner, a "What a Beautiful Pace" banner, and a "What a Beautiful Pace" banner. The results are organized into sections like "Refine Search", "Search results for 'sandpoint'", "What a Beautiful Pace", "What a Beautiful Pace", and "What a Beautiful Pace".

Feb-June 2011:

- Targeted Banners running in Idaho and Key competitive State.



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Thank You.

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